



At the Heart of Communications and Communities SM



BETAH Brand Handbook

An introduction
to who we are
and why we
are unique





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The BETAH Brand: Key Components

What does the BETAH brand mean for me?

Brand: *The sum of all the characteristics, tangible and intangible, that make the offer unique.*¹

A brand is more than a logo, trademark, or distinctive name; a brand is a long-term asset. A brand is what we stand for. At BETAH, our brand is driven primarily by our people and what we do and say every day. As such, our brand is often the most powerful link between us and our clients and can add long-term value to our company. When used correctly and consistently, our brand has the power to define, inspire, and positively transform how BETAH competes in the marketplace.

It is important to understand who we are, what we stand for, why we are unique, and how we should consistently use these distinctions in all our corporate communications. This section intends to provide an overview of the distinctive elements of the BETAH identity—what we stand for and how we look.

So what are the key components of the BETAH brand?

Logo and Tagline

Identity and design are the visual properties that convey the look and feel of a brand. These properties include the BETAH logo and tagline, type face, color pallet, photography, and imagery, as well as design elements and accents. Protecting the integrity of the BETAH brand through consistent use of these visual properties is essential to reinforcing our brand both among ourselves and in the marketplace.

¹ "What is Branding?" *Branding Dictionary* www.landor.com.

Protecting the BETAH Brand and Logo: Appropriate Usage

Shown here is the core of our visual identity—the BETAH logo.



The BETAH logo must be used correctly and consistently across all external and client-facing communications. It has been specifically designed and therefore should always be produced as artwork and never stretched, tweaked, or otherwise altered. The BETAH logo has two approved versions: a full-color version and a grayscale version. Any other versions of the BETAH logo are not to be used so as not to confuse our audience and dilute the logo's power. Use the full-color version against light backgrounds. Use the grayscale version against dark backgrounds and for black and white documents and correspondence.

BETAH Logo Positioning

The BETAH logo must be freestanding; sufficient distance from all copy and graphics must be ensured. In other words, allow a "safe space" around the BETAH logo. As indicated by the solid blue box in the example below, the correct amount of "safe space" around the BETAH logo is approximately $\frac{1}{4}$ of the overall height of the logo.



Do not use the BETAH logo within a title or the structure of a sentence. Do not place the BETAH logo on actively patterned backgrounds that might reduce its legibility. Do not change the preapproved color or the proportions of the BETAH logo.

Approved versions of the BETAH logo can be found in the S-Drive in the "BETAH Admin Forms" folder.

Size of the BETAH Logo

The BETAH logo should always enhance the communication on which it appears. As such, the BETAH logo should always be large enough to be clearly legible, but not so large that it dominates or distracts from the communication.

Tagline Service Mark

BETAH uses the signature tagline "At the Heart of Communications and Communities." This tagline positively differentiates our work from others and is especially important given that a good deal of what we sell is intellectual property. This tagline imparts to the marketplace the impression that BETAH's products are not just the standard fare; our products are well-crafted solutions with proprietary content and marketing value. As a reflection of our core function, the signature tagline "At the Heart of Communications and Communities" should always be accompanied by the "SM" symbol that denotes a common law claim of service mark. Marking our tagline this way signals to our clients and competitors that BETAH stands by its products and will legally defend them if necessary. In addition to the logo, this signature tagline should be placed on all external or client-facing communications and should always appear with the service mark positioned as follows:

At the Heart of Communications and Communities SM

Like the BETAH logo, the tagline has been specifically drawn and therefore should always be produced as artwork and never stretched, tweaked, or otherwise altered. Approved versions of the BETAH tagline can be found in the S-Drive in the "BETAH Admin Forms" folder.

Other Key Visual Elements

Typeface and Typography Standards

A strong, easily readable typeface helps the reader concentrate on content. It assists communication without ever calling attention to itself. Typeface should be an element on the page, pleasing, and easy-to-read, but never distracting.

The Futura family of typefaces represents the BETAH brand. This typeface has optimum legibility due to the clarity of its form, the balance of its lines, and the lucidity of its letters. This typeface will be used in all corporate communications produced by the graphics department.

Using this typeface consistently is another part of maintaining a unified look and feel for the BETAH brand. When the Futura typeface is not available or when a corporate communication does not pass through the graphics department, use Arial instead.

Futura Family of Typefaces

Futura Light

ABCDEDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@\$%&?

Futura Light Italic

ABCDEDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@\$%&?

Futura Medium

ABCDEDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@\$%&?

Futura Extra Black

ABCDEDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@\$%&?

Arial Family of Typefaces

Arial Regular

ABCDEDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@\$%&?

Arial Regular Italic

ABCDEDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@\$%&?

Arial Narrow

ABCDEDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@\$%&?

Arial Black

ABCDEDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789!@\$%&?

Color Palette

A key component of BETAH's visual identity is the dominant use of the color purple. The BETAH brand uses two shades of purple: a dark purple and a light purple or lavender. Persistent use of these carefully selected purples ensures a unified appearance across all BETAH communications materials. Dark blue can also be used as an accent, .

While the exact meaning of purple and blue may vary depending on the source consulted, in general deep purple is viewed as spiritual, contemplative, and regal. Lavender, the softer side of purple, is often associated with nostalgia and refinement. Dark blue is generally considered calming, reliable, and confident.

The colors from the BETAH palette must be used appropriately and should complement content, message, and imagery.

See below for BETAH brand palette and color breakdowns.



For BETAH dark purple use:

Pantone 2623

Process	C:76	M:100	Y:0	K:30
RGB	R:51	G:0	B:88	



For BETAH light purple use:

Pantone 263

Process	C:11	M:15	Y:0	K:0
RGB	R:226	G:209	B:231	



For BETAH dark blue use:

Pantone 294

Process	C:100	M:56	Y:0	K:18
RGB	R:9	G:58	B:128	

In general, the Pantone and Process (CMYK) color specifications are used by the graphics department when working with outside printers. However, the RGB breakdowns can be used by all BETAH employees to mix the BETAH brand colors when working with the Microsoft Office Suite (Word, PowerPoint, Excel, and Publisher).

Imagery

BETAH has a corporate image library of approximately 100 royalty-free images. These images have been carefully selected to be consistent with the look and feel of the BETAH brand. The imagery should be used to complement and enhance understanding of our products, services, customer benefits, and corporate culture.

The images in the corporate library were chosen as a visual metaphor for BETAH's most valuable asset: its people. As such, the images represent a diverse range of people within an office environment. The images include group shots and close-ups of corporate professionals whose expressions are open and positive. To be stylistically consistent with the look and feel of the BETAH brand, many of the images contain hues of purple and blue. A few examples are shown here.

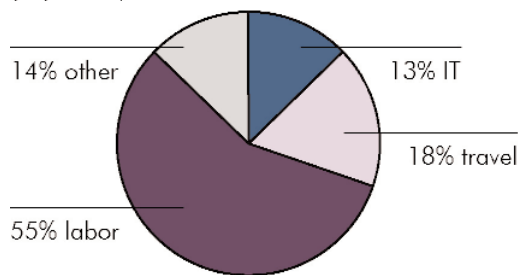


The images in the corporate library are reserved for corporate products (i.e., BETAH branded products as opposed to client-specific products). Should a product require use of a corporate image, please see the graphics department.

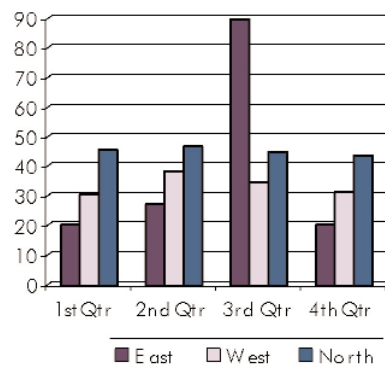
Charts, Graphs, and Tables

Charts, graphs, and tables represent another key visual element of the BETAH brand. Since the visual representation of data is important to BETAH's business, it is critical that charts, graphs, and tables are clearly legible and easy to interpret. As a general rule of thumb, less is more when creating charts, graphs, and tables. When displaying information visually, the number of colors and patterns should be kept to a minimum to ensure legibility and easy interpretation. Use design elements consistently. Although there are many ways to display information in charts, graphs, and tables, below are several examples that use "less is more" as the guiding principle.

Project Expenses
(in percent)



Profit Centers (by quarter)



A close-up photograph of a man with dark hair, wearing a dark suit, light blue shirt, and dark tie. He is looking directly at the camera with a serious expression. His hands are visible at the bottom of the frame, holding a pen and writing on a white sheet of paper. The background is dark and out of focus.

Naming Architecture

The BETAH corporate organization has several divisions and services areas. While these divisions, sub divisions, and services are often represented by acronyms, what these acronyms stand for may not always be evident. By "spelling out" the acronyms according to division, this section intends to help employees better understand a portion of BETAH's corporate organization.

Management Services

DIRLINE - Directory of Information Resources Online

DoVA - Department of Veterans Affairs

HUD F-B - Department of Housing and Urban Development Faith-Based Initiative

RARE - Rapid Assessment, Rapid Response, and Evaluation

TAC - Technical Assistance Contract — An internal name for a contract under the Health Resources and Services Administration (HRSA) HIV/AIDS Bureau (HAB) Technical Assistance Contract (TAC)

USDA - United States Department of Agriculture

Facilities Management Services

HUD Library - Department of Housing and Urban Development Library

NIH Baltimore - National Institutes of Health, Baltimore

NLM - National Library of Medicine

ACSS PAX - Administrative and Clerical Support Services for the Patuxent Naval Air Warfare Center

Communications & Information Services

CC - Corporate Communications

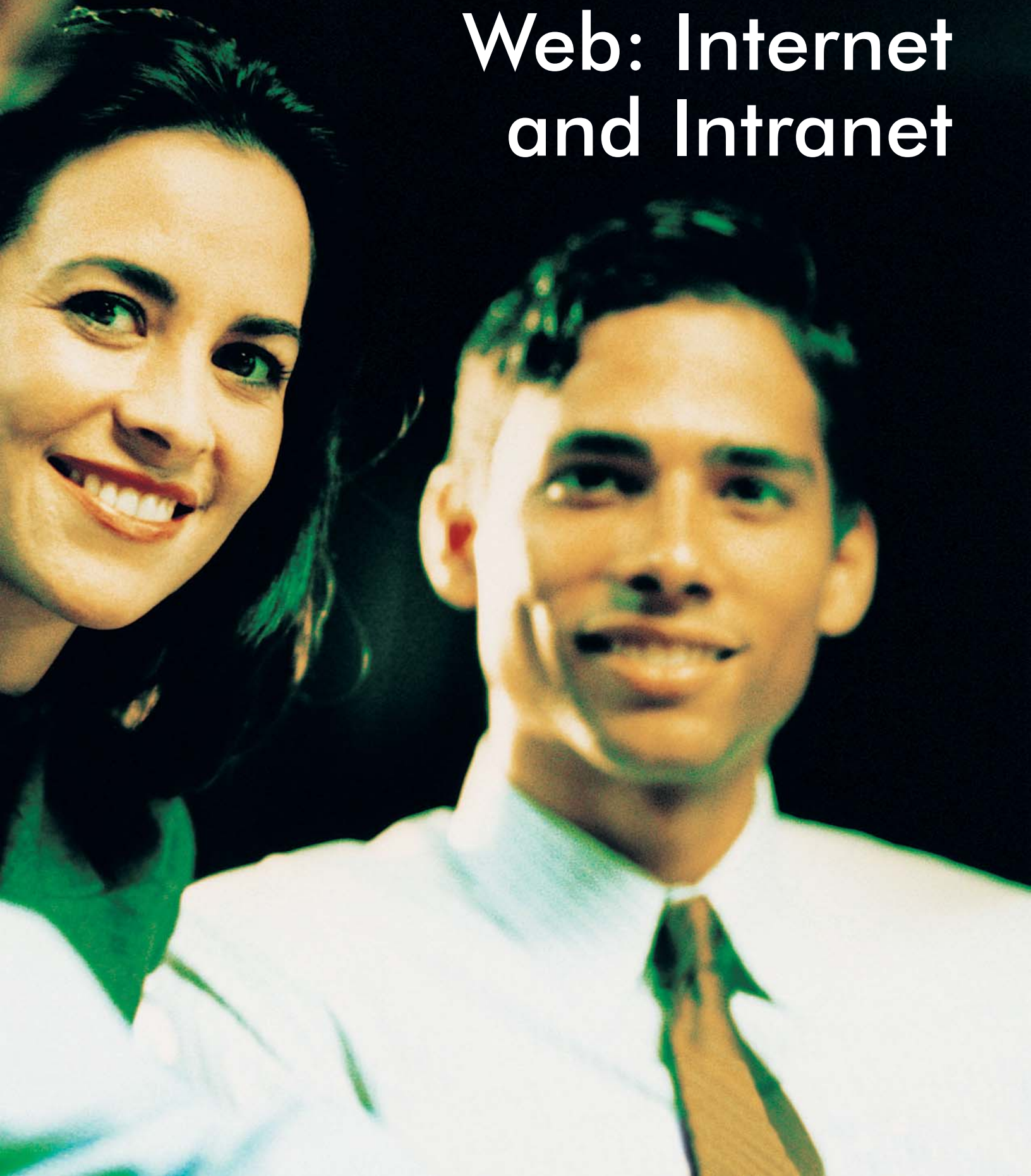
Conference Services:

- **HRSA** - Health Resources Services Administration
- **NIDCR** - National Institute of Dental and Cranial Research
- **NIMH** - National Institute of Mental Health

OPA Clearinghouse - Office of Population Affairs Clearinghouse

TLCA - The Leadership Campaign on AIDS

Web: Internet and Intranet



Internet

BETAH's public website—www.betah.com—provides information about BETAH to the general public and is one of the company's best promotional tools. Anyone with Internet access and the BETAH Web address can gain entrance. The Web site provides an overview of the company and other interesting facts, including the latest company news, client information, current job openings, and information about BETAH's three corporate divisions: Management Consulting, Facilities Management, and Communication Services.

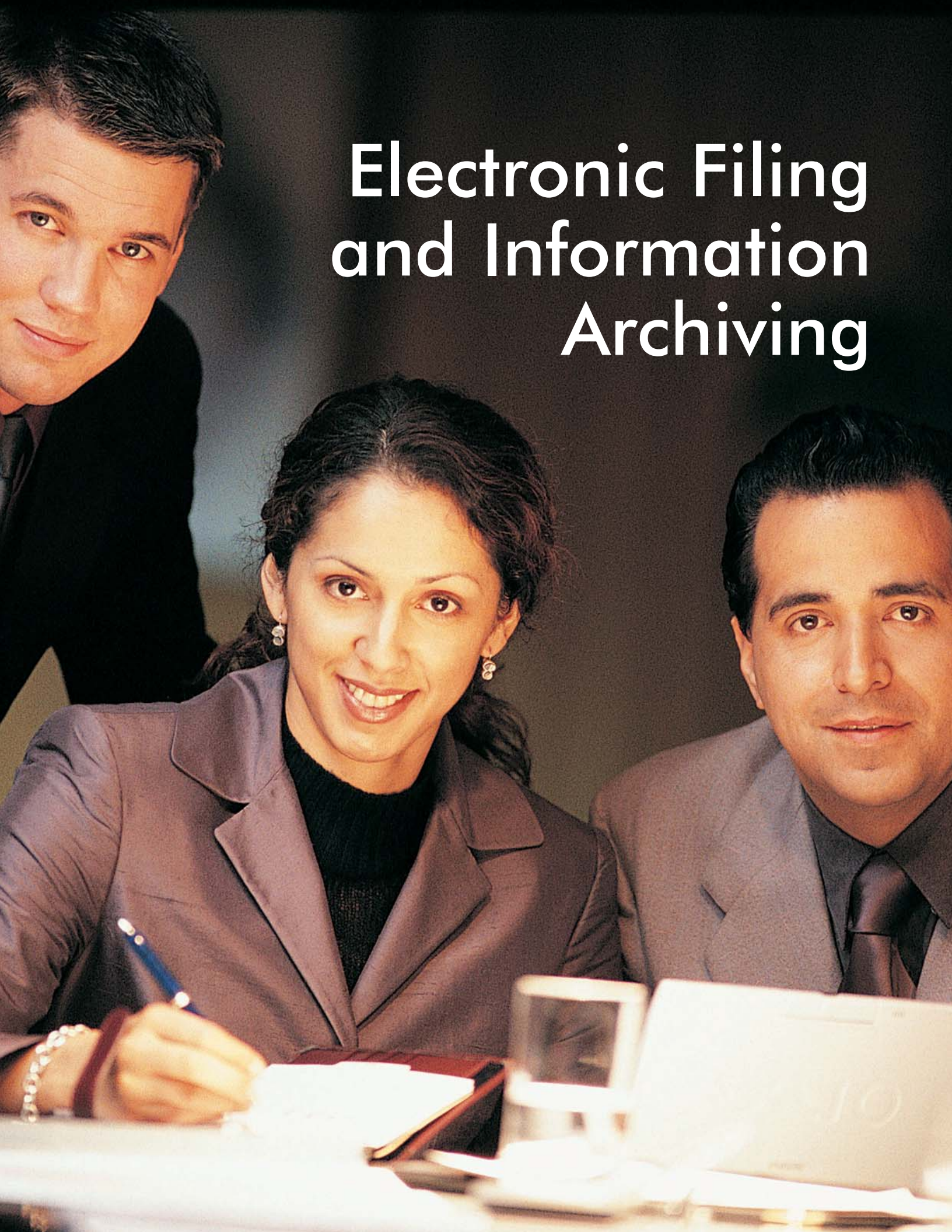
Intranet

As BETAH Associates, Inc., has grown, so has the number of employees and office locations. With staff frequently working on-site at conferences and traveling within the United States and abroad, there was a need to establish a Web-accessible "virtual" workplace or Intranet where staff have access to BETAH news and resources from anywhere in the world. This Intranet is called iBETAH.

iBETAH.com is less formal than our public Web site and often details the latest events and meetings at corporate headquarters, news about employees, marketing tools and public relations releases, and links to BETAH's corporate and HR forms.

Designed for easy access, any employee with a company account can log on by entering his or her personal username and password through a Web browser (Internet Explorer, version 4 and above, or equivalent). And unlike our public site, iBETAH is meant for employee eyes only.

Electronic Filing and Information Archiving

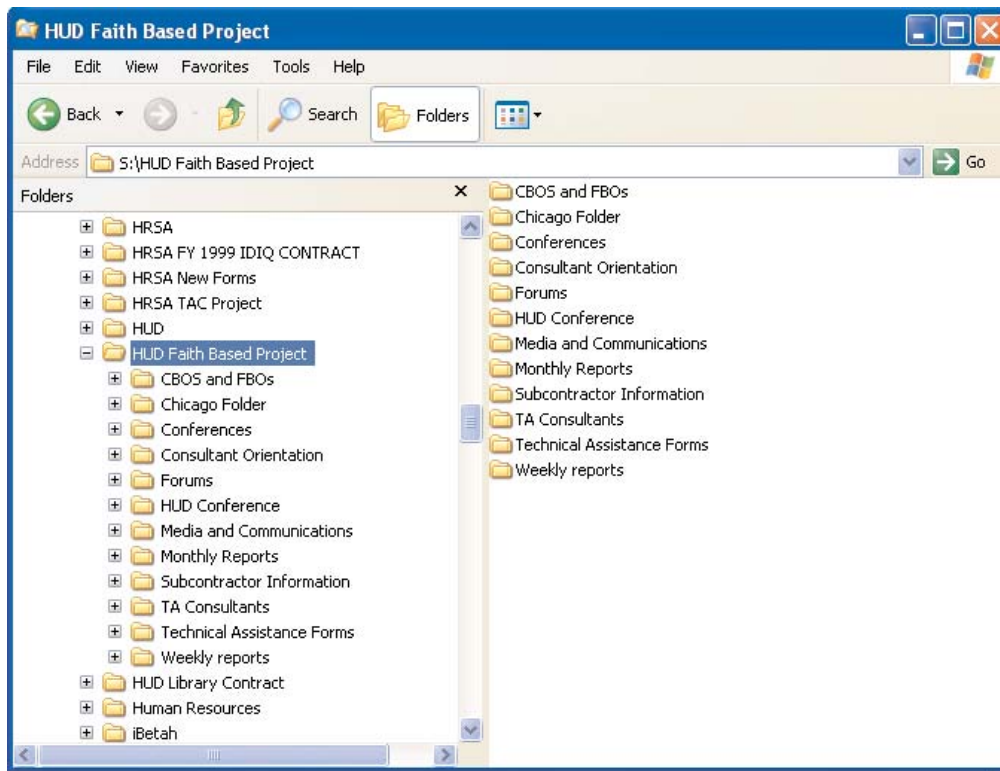


Working off networks and file sharing are inevitable in today's workplace. File sharing across networks is convenient and ensures employees have direct access to the necessary files. As BETAH continues to grow and more employees are added to our network, a standard procedure for electronic filing and information archiving is crucial. Everyone should be on the same page when it comes to electronic filing and archiving, and a standard organizational procedure is key to achieving this.

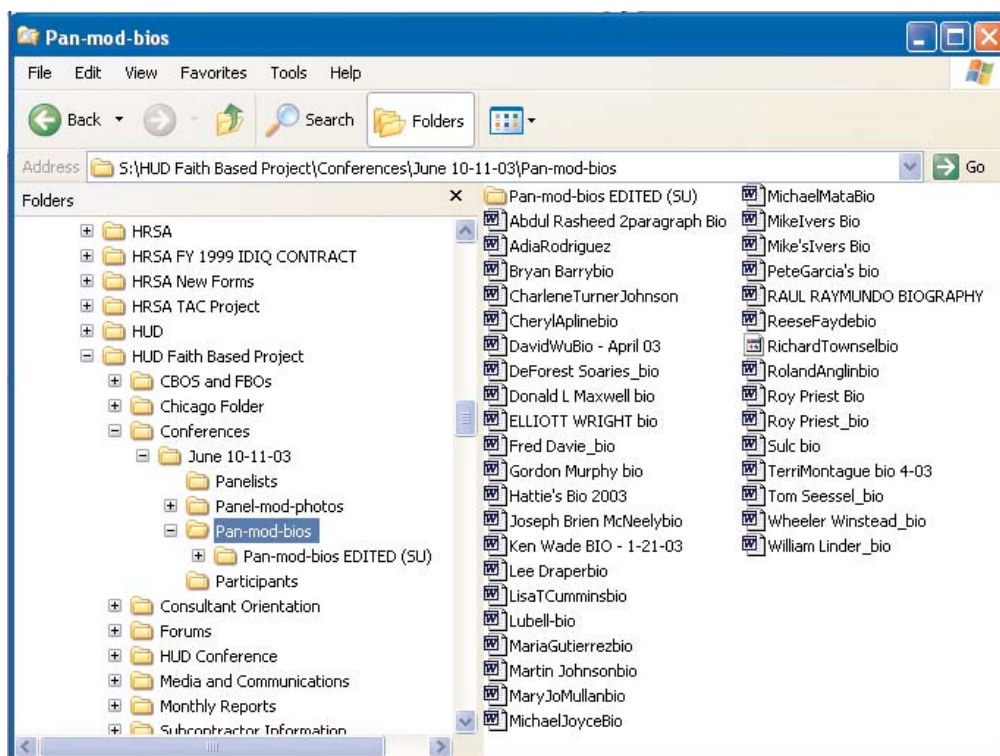
Most BETAH employees regularly work on files from the shared S-Drive. Within the S-Drive there are many project- or employee-specific folders, most of which are named so that the contents can be easily and accurately identified. These project- or employee-specific folders contain hierarchies of folders within folders, all of which should be accurately named and organized so that anyone working on a project, or added to an in-progress project, can logically and quickly navigate through the information.

Below are examples from the S-Drive of a well-organized, project-specific folder. Within the project-specific or "root" folder, the subfolders are appropriately and logically named. Note that at this high level of organization, there are no files floating outside of a folder. (See the following page.)

Use the H-Drive for storing critical work-related documents. Every BETAH employee has a folder bearing his/her name on the H-Drive. Storing files on the H-Drive (as opposed to the computer's hard drive) will free-up computer memory, thereby preventing crashes. The H-Drive is an excellent backup mechanism to the computer's hard drive and should be used, updated, and cleaned out regularly.

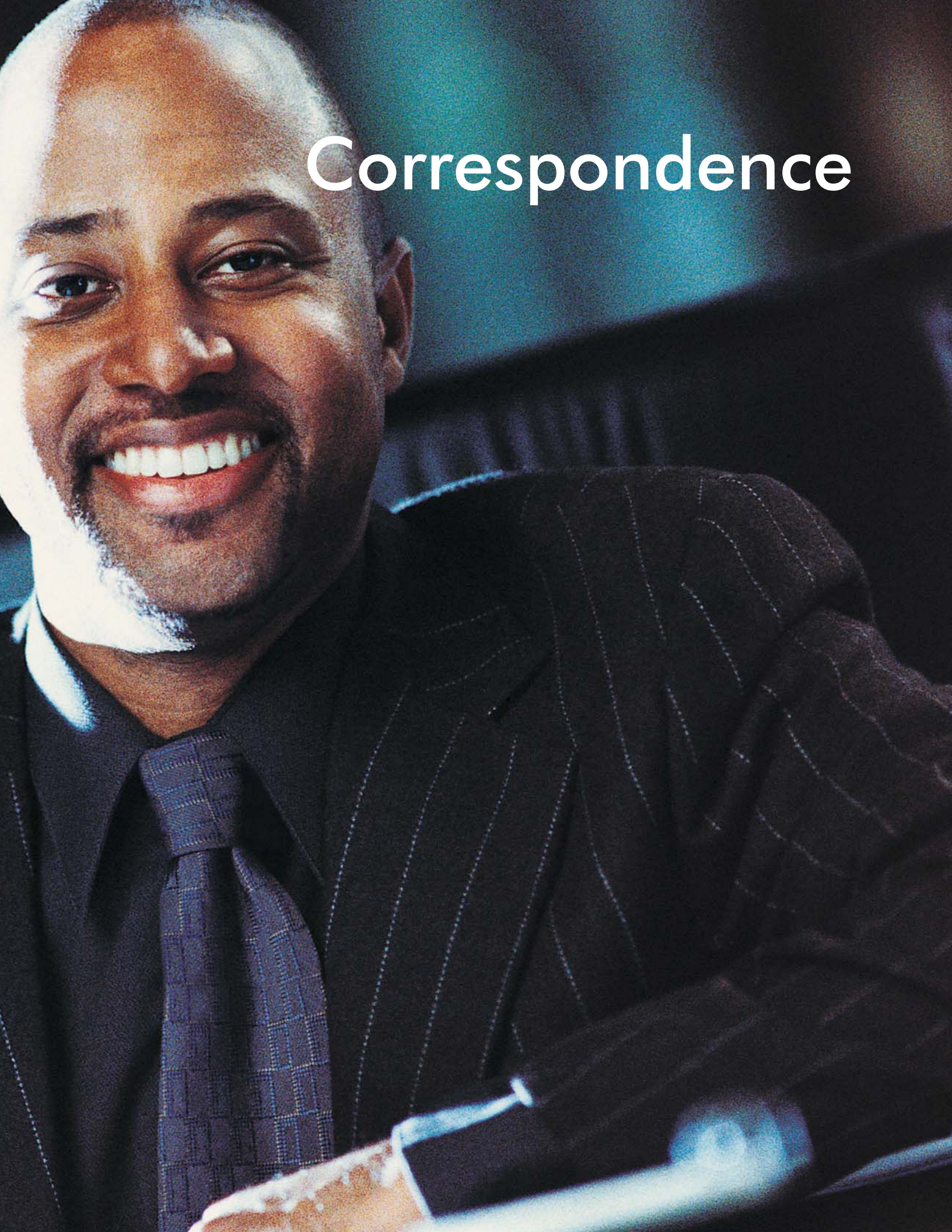


Looking inside one of the subfolders reveals that the same organizational and naming procedures are applied through out. (See below.)



While different projects may have slightly different organizational requirements, all electronic project files that reside on the S-Drive should employ clear and logical organization and naming techniques. And don't forget to regularly clean up the folders and toss or archive on CD those unnecessary and old files that slow down the network!

Correspondence



Every letter, fax, memo, email, and telephone call communicates and reinforces who we are to our clients. As such, all forms of correspondence are opportunities to express the distinctive elements of the BETAH identity--what we stand for and how we look. When used correctly and consistently across the various channels of communication, our brand has the power to define, inspire, and positively transform how BETAH competes in the marketplace.

This section discusses the templates that are available for different types of correspondence, where to find them, and how to use them correctly.

Stationery and Usage

BETAH letterhead



Letterhead

The first page of the BETAH letterhead carries the BETAH logo, tagline, and complete address. As an eye-catching design element, the letterhead incorporates the distinctive large-scale "B" from BETAH's logo. Following letter-writing tradition, the second page of the BETAH letterhead is blank. To ensure maximum legibility, it is preferable to type or print letters, as opposed to handwriting them. Use the preprinted BETAH letterhead for all client-facing letters.

BETAH envelope (#10)

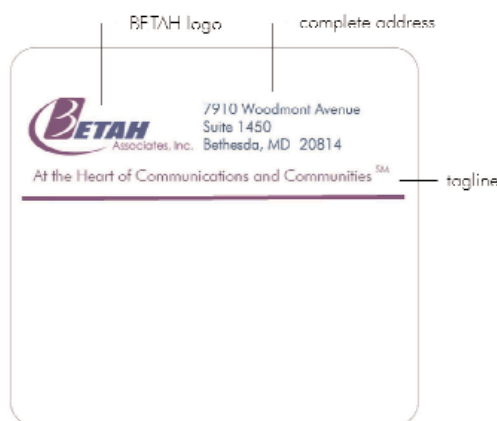


Envelopes

Complimenting the BETAH letterhead, the BETAH mailing envelope (#10 size) carries the BETAH logo, complete address, and incorporates the distinctive large-scale "B" from BETAH's logo. To

ensure maximum legibility, it is preferable to type or print outgoing addresses on envelopes, as opposed to handwriting them. Use the preprinted BETAH envelopes for all client-facing letters.

BETAH shipping label



Shipping labels

BETAH shipping labels are available for use on large-scale envelopes and other packages. Please note that BETAH shipping labels are not to be used on #10 envelopes. The shipping labels carry the BETAH logo, tagline, address, and brand colors.

Location

Letterhead, envelopes, and mailing labels have been specially printed to ensure the integrity of the design and use of the BETAH color pallet. As such, it is important to use these preprinted items for client-facing communications. They are available for employee use in the Facilities Management office and through the Facilities Manager.

Templates

Templates for other forms of correspondence are available on the S-Drive in the "BETAH Admin" folder. These templates have all been updated with a uniform look and include the BETAH logo and tagline. Corporate and HR forms are also available in this location. Please use these updated forms.

BETAH Memorandum template

The image shows a BETAH Memorandum template. At the top left is the BETAH logo, and at the top right is the BETAH tagline: "At the Heart of Communications and Communities™". The main body of the form contains a large, stylized, light-colored "B" graphic on the left side. The text of the memorandum is as follows:

MEMORANDUM

TO: Client XYZ
FROM: Michelle Taylor
DATE: February 12, 2013
RE: Communications Strategy

Dear Client XYZ,

O Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

O Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

O Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Kate regards,
 Michelle Taylor

At the bottom of the form, there is a footer containing the complete address in memorandum footer and the BETAH "B" used as eye-catching design element.

Memorandums

Like the BETAH stationery, the BETAH Memorandum and Fax cover sheet carry the BETAH logo, tagline, and complete address. As an eye-catching design element, these templates incorporate the distinctive large-scale "B" from BETAH's logo.

Use the predesigned Memorandum template (located in the S-Drive) for short notes written as reminders or when a written record of correspondence is required.

BETAH Fax cover sheet

The image shows a BETAH Fax cover sheet. At the top right is the BETAH logo. The form is titled "FAX" in large, bold letters. The form contains the following fields:

To: Client XYZ
From: ULIA's Graphics Department
Fax: 301.555.1234
Pages: 2
Phone: 301.555.1233
Date: May 5, 2003
Re: Printing quote

Below the fields, there are checkboxes for "Urgent", "For Review", "Please Comment", "Please Reply", and "Please Recycle".

At the bottom of the form, there is a footer containing the complete address in fax cover sheet footer and a confidentiality statement.

Fax

Use the predesigned black-and-white FAX cover sheet for all outgoing faxes. An electronic version of the cover sheet is located in the S-Drive. Hard copies are located near each of the fax machines.

Corporate and HR Forms

BETAH's Corporate and HR forms have been updated with a uniform look and now include the BETAH logo and tagline. These updated Corporate and HR forms are located in the S-Drive. Please use these updated forms. Should a need arise for a new form or template, contact the graphics department with your request.

Other Communications

Voice Mail Greetings

"Put Your Best Voice Forward"

A voice mail greeting is an important corporate communications tool that often serves as the first contact callers have with a business. Many clients and prospective clients form their impressions of a business with their first call. Therefore, voice mail greetings should reflect a confident, pleasant, and professional tone and delivery that assures callers that they have contacted a capable and professional individual who will respond to their requests in a timely and efficient manner.

As a rule of thumb, the greeting should let the caller know who they have reached, what the individual's status is (out of the office, in the office but in meetings, on another call, etc.), when the caller can expect to receive a call back, and instructions on what to do if the call is urgent. BETAH's voice mail system is configured for return access to the receptionist if there is an emergency or the caller needs immediate assistance. At the close of each greeting, callers who need to speak to someone immediately should be instructed to "Press Zero" to be connected to the receptionist, who will then direct their call accordingly.

Recording Voice Mail Greetings

It is important that a clear and concise message is available before recording your voice mail greeting. Prepare a short "script" with a greeting on paper beforehand. It is always easier to read from a page than to try to memorize or ad lib.

As the message is recorded, the individual should make a concerted effort to smile. Studies have shown that when speakers smile as they deliver a message, the positive emotion is conveyed to and received by the listener. As one telecommunications firm eloquently states, "Put your best voice forward."

Types of Voice Mail Greetings

In an effort to standardize the way BETAH communicates with clients, we are requesting that all employees record the following voice mail greetings. A standard greeting will convey a higher level of professionalism, corporate consistency, and unity to all of BETAH's callers. Along with the standard greeting, extended and temporary absence greetings should be recorded to ensure that callers are informed while employees are out of the office. For instance, if an individual is out of the office on vacation, a message should be recorded alerting callers.

Standard Greeting

Hello, you have reached the office of (your first and last name). Unfortunately, I am unable to take your call at this time. If at the time you would please leave your name, telephone number, and time of your call along with a brief message, I will respond as soon as possible. Thank you for calling, and have a pleasant day. If this is an urgent matter, please dial zero to be redirected to the receptionist.

Extended Absence Greeting

Hello, this is (first and last name). I'm unable to answer your call at this time. I am out of the office from (date) to (date) and will not be checking my voice mail. If you require immediate assistance in my absence, please contact (name 2) at extension (ext. #) or please press zero to speak to the receptionist. I look forward to speaking with you upon my return. Thank you and have a wonderful day.

Voice Mail Configuration

BETAH's voice mail system is configured for each individual to record, store, and activate seven different greetings at any given time.

To record a standard greeting, or to create additional messages, dial 400. After a user ID and security code is entered, the individual should press 3 to "manage the mailbox" and then follow the voice prompts to record messages or change and set greetings as appropriate. If specific technical guidance is needed to record voice mail greetings, the Facilities Manager is available to assist.

One important reminder: Always remember to restore the standard greeting upon return from extended absences!

Email Signature Blocks

An email signature is simply a block of text that is automatically added to the end of outgoing email messages. BETAH employees are encouraged to take the time to create an email signature block according to the example below.

Line 1: First and last name
Line 2: Department/Division (if applicable)
Line 3: BETAH Associates, Inc.
Line 4: 7910 Woodmont Avenue, Suite 1450
Line 5: Bethesda, MD 20814
Line 6: tel: 301.657.4254 ext. xxx
Line 7: fax: 301.657.4258

An email signature block can be quickly and easily created in Microsoft Outlook. For a more detailed explanation of how to create a signature block, see "create a signature for messages" under the Help menu in Outlook.

BETAH Associates, Inc.

At the Heart of Communications and Communities SM